

# cait maloney

Designer & Illustrator

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## CONTACT

315.278.4064

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## PORTFOLIO

caitmaloney.com

## EDUCATION

### SYRACUSE UNIVERSITY

College of Visual and Performing Arts

Bachelor of Fine Arts: Illustration

2003-2008

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## PROFESSIONAL SKILLS

### DESIGN

Advertising • Environmental Design

Print Collateral • Billboards & Signage

Social Media • Presentations • Events

Menus • Website Graphics and Layout

### ILLUSTRATION

Book • E-Book • Magazine • Advertising

Packaging • Web Illustration • Posters

Iconography • Conceptual • Apparel

### IDENTITY

Logo Development • Brand Solutions

Integrated Campaigns

## TECHNICAL SKILLS

### EXCEL IN

Mac & PC

Adobe Creative Suite

[Photoshop • Illustrator • InDesign]

Microsoft Office

[Word • Powerpoint • Publisher]

Wordpress, Squarespace, Wix

### KNOWLEDGEABLE IN

SketchUp

HTML / CSS

Adobe Flash

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## REFERENCES

Available upon request

## EXPERIENCE

### FLOCK & RALLY

BRANDING & IDENTITY, PRINT DESIGN, WEB DESIGN, ILLUSTRATION //

2014-PRESENT

Independent contractor for local PR & marketing firm. Design various promotional and advertising content for print and web including everything from rack cards to billboards. As well as branding and identity design.

#### + NOTABLE PROJECTS:

**The Total Eclipse of South Carolina** - Logo, branding, print and web collateral

**The Green Book of SC** - Logo, branding, mobile & web app design, print collateral

**Do Good Columbia** - Logo, branding, print and web collateral

**Famously Hot New Year** - Branding, print and event collateral

### PEOPLE WHO THINK: FRIDGE DIVISION

PACKAGING RE-DESIGN ILLUSTRATIONS // 2016-PRESENT

Commissioned to help create over 15 original illustrations for Abita Brewing Company's newly re-designed beer packaging.

### TD BANK

ENVIRONMENTAL DESIGN, ILLUSTRATION // 2017

Commissioned by TD Bank to create large format botanical illustrations as part of an interior renovation concept developed by Gensler. The illustrations were created specifically for the Centrepark West corporate office in West Palm Beach, FL.

### THE YMCA

ENVIRONMENTAL BRANDING AND DESIGN, SIGNAGE // 2016

Branded the entire new downtown Columbia, SC facility featuring a large scale map of metropolitan Columbia with running routes, history wall detailing some of the facts, figures and photos of YMCA's presence in Columbia for over 100 years, and room graphics which incorporate imagery of exercise with landmarks of Columbia.

### KING STREET MARKETING GROUP

PRINT DESIGN, ADVERTISING // 2013-PRESENT

Lead graphic designer for Charleston, SC based marketing group, designing advertising, web and print marketing for local restaurants, groups, and events.

#### + NOTABLE PROJECTS:

**Halls Chophouse** - Menu design, advertising and brand management

**Rita's Seaside Grille** - Menu design, advertising and brand management

**Second Sunday on King Street** - Branding, advertising and event collateral

### DIESEL FRAGRANCE

WEB ILLUSTRATION // 2011

Commissioned to create original illustrations featured on the Diesel Fragrance website. Quickly promoted to contributing author / illustrator for comic features for the Diesel Fragrance blog.

### PGA JUNIOR LEAGUE GOLF

PRINT DESIGN, ADVERTISING // 2011-2016

Lead graphic designer for youth golf organization who has expanded internationally. Aided in logo design and responsible for identity re-brand in 2011. Continued to work on deadline driven projects including promotion & advertising design, business collateral, displays, presentations, etc.

### IMAGE RESOURCE GROUP

ART DIRECTOR & SENIOR DESIGNER // 2008-2018

Promoted to Senior Designer at corporate brand management firm within six months. Worked closely with Creative Director, Designers and Project Managers on assignments including environmental design, wayfinding, interpretive design, graphic design and illustration.

#### + ACCOUNTS:

**TD Bank, YMCA, Juniper Networks, Palmetto Health, University of South Carolina, Baptist Health, Mission Health**